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support member, one vertical pole extending from the first base and one vertical pole extending from the second base.

16. A backwall formed from a pair of the retractable banner stands, each retractable banner stand assembly comprising an elongate housing with two ends, the housing having an axis and containing a core with a torsion spring in the core, a banner wound on the core and extendible and retractable out of a elongate slot in the housing, each end having a forward foot and a rearward foot, the housing and feet having a I-shape when viewed from above, each foot having a least one socket for receiving a vertical pole therein the pair of retractable banner stands separated by a separation distance and having a banner support structure extending from each of the pair of banner stand, the support structure supported exclusively by engagement with the sockets, the banner support structure comprising a horizontal support member from which a banner extends downwardly, the backwall further having an attachment accessory for mounting on a vertical pole selected from the set of: shelves, spring clips, literature racks, electronic display screens, and signage.

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17. The banner stand assembly of claim 16 wherein each foot being fixed to the housing and configured as a saddle extending under the housing at each end.

18. The banner stand assembly of claim 16 further comprising an additional elongate housing with two ends, the housing having an axis and containing a core with a torsion spring in the core, a banner wound on the core and extendible and retractable out of a elongate slot in the housing, each end having a forward foot and a rearward foot, the housing and feet having a I-shape when viewed from above, each foot having a least one socket for receiving a vertical pole therein, the both housings positioned in linear alignment with one another and spaced apart providing a pair of inwardly positioned, with respect to the other housing, feet, a pair of vertical poles extending from said pair of inwardly positioned feet, each of said vertical poles having a top and a cross member extending between said vertical poles at said tops, a banner extending downwardly for said cross member, said banner having a pair of lower corners.

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